

ESTTA Tracking number: **ESTTA673986**

Filing date: **05/25/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

|                           |   |
|---------------------------|---|
| Proceeding                | 91221511  |
| Party                     | Defendant<br>Capital E Finance Co, LLC  |
| Correspondence<br>Address | CAPITAL E FINANCE CO, LLC<br>53 APPLETON ST<br>BOSTON, MA 02116-6213<br><br>capitalefinance@gmail.com |
| Submission                | Answer  |
| Filer's Name              | Matthew Heller  |
| Filer's e-mail            | CapitalEFinance@gmail.com   |
| Signature                 | /Matthew Heller/  |
| Date                      | 05/25/2015  |
| Attachments               | 86330661 (1) JDI Trademark App Status.pdf(25714 bytes )   |

# Trademark/Service Mark Application, Principal Register

Serial Number: 86330661

Filing Date: 07/08/2014

The table below presents the data as entered.

| Input Field  | Entered  |
|--|--|
| <b>SERIAL NUMBER</b>   | 86330661   |
| <b>MARK INFORMATION</b>  |  |
| <b>*MARK</b>   | <a href="#">Just Did It</a>  |
| <b>STANDARD CHARACTERS</b>                                     | YES  |
| <b>USPTO-GENERATED IMAGE</b>                                   | YES  |
| <b>LITERAL ELEMENT</b>   | Just Did It  |
| <b>MARK STATEMENT</b>  | The mark consists of standard characters, without claim to any particular font, style, size, or color. |
| <b>REGISTER</b>  | Principal  |
| <b>APPLICANT INFORMATION</b>                                   |  |
| <b>*OWNER OF MARK</b>  | Capital E Finance Co, LLC  |
| <b>*STREET</b>   | 53 Appleton Street   |
| <b>*CITY</b>   | Boston   |
| <b>*STATE</b><br>(Required for U.S. applicants)                | Massachusetts  |
| <b>*COUNTRY</b>  | United States  |
| <b>*ZIP/POSTAL CODE</b><br>(Required for U.S. applicants only) | 02116  |
| <b>PHONE</b>   | 617 365 0990   |
| <b>EMAIL ADDRESS</b>   | capitalefinance@gmail.com  |
| <b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>                     | Yes  |
| <b>LEGAL ENTITY INFORMATION</b>                                |  |
| <b>TYPE</b>  | limited liability company  |
| <b>STATE/COUNTRY WHERE LEGALLY</b>                             |  |

|   |  |
|---|--|
| ORGANIZED                                   | Delaware   |
| GOODS AND/OR SERVICES AND BASIS INFORMATION |  |
| INTERNATIONAL CLASS                         | 025  |
| *IDENTIFICATION                             | Apparel for dancers, namely, tee shirts, sweatshirts, pants, leggings, shorts and jackets; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Athletic shirts; Button down shirts; Button-front aloha shirts; Clothing for athletic use, namely, padded shirts; Collared shirts; Golf shirts; Graphic T-shirts; Hooded sweat shirts; Knit shirts; Long-sleeved shirts; Maternity clothing, namely, <b>shirts</b> ; Night shirts; Open-necked shirts; Polo shirts; Rugby shirts; Shirts and short-sleeved shirts; Shirts for infants, babies, toddlers and children; Short-sleeved or long-sleeved t-shirts; Short-sleeved shirts; Sleeves worn separate and apart from blouses, shirts and other tops; Sport shirts; Sports shirts; Sports shirts with short sleeves; Sun protective clothing, namely, <b>shirts</b> ; Sweat shirts; T-shirts; Tee shirts; Triathlon clothing, namely, triathlon tights, triathlon shorts, triathlon singlets, triathlon shirts, triathlon suits; Turtle neck shirts; Wearable garments and clothing, namely, shirts; Yoga shirts |
| FILING BASIS                                | SECTION 1(b)   |
| CORRESPONDENCE INFORMATION                  |  |
| NAME  | Capital E Finance Co, LLC  |
| FIRM NAME                                   | Capital E Finance Co, LLC  |
| STREET                                      | 53 Appleton Street   |
| CITY  | Boston   |
| STATE                                       | Massachusetts  |
| COUNTRY                                     | United States  |
| ZIP/POSTAL CODE                             | 02116  |
| PHONE                                       | 617 365 0990   |
| EMAIL ADDRESS                               | capitalefinance@gmail.com  |
| AUTHORIZED TO COMMUNICATE VIA EMAIL         | Yes  |

| FEE INFORMATION       |              |
|-----------------------|--------------|
| NUMBER OF CLASSES     | 1            |
| FEE PER CLASS         | 325          |
| *TOTAL FEE DUE        | 325          |
| *TOTAL FEE PAID       | 325          |
| SIGNATURE INFORMATION |              |
| SIGNATURE             | NOT PROVIDED |
| SIGNATORY'S NAME      | NOT PROVIDED |
| SIGNATORY'S POSITION  | NOT PROVIDED |
| DATE SIGNED           | NOT PROVIDED |

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 86330661**

**Filing Date: 07/08/2014**

### To the Commissioner for Trademarks:

**MARK:** Just Did It (Standard Characters, see [mark](#))

The literal element of the mark consists of Just Did It.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Capital E Finance Co, LLC, a limited liability company legally organized under the laws of Delaware, having an address of

53 Appleton Street

Boston, Massachusetts 02116

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

### **For specific filing basis information for each item, you must view the display within the Input Table.**

International Class 025: Apparel for dancers, namely, tee shirts, sweatshirts, pants, leggings, shorts and jackets; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Athletic shirts; Button down shirts; Button-front aloha shirts; Clothing for athletic use, namely, padded shirts; Collared shirts; Golf shirts; Graphic T-shirts; Hooded sweat shirts; Knit shirts; Long-sleeved shirts; Maternity clothing, namely, shirts; Night shirts; Open-necked shirts; Polo shirts; Rugby shirts; Shirts and short-sleeved shirts; Shirts for infants, babies, toddlers and children; Short-sleeved or long-sleeved t-shirts; Short-sleeved shirts; Sleeves worn separate and apart from blouses, shirts and other tops; Sport shirts; Sports shirts; Sports shirts with short sleeves; Sun protective clothing, namely, shirts; Sweat shirts; T-shirts; Tee shirts; Triathlon clothing, namely, triathlon tights, triathlon shorts, triathlon singlets, triathlon shirts, triathlon suits; Turtle neck shirts; Wearable garments and clothing, namely, shirts; Yoga shirts

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Correspondence Information:

Capital E Finance Co, LLC

Capital E Finance Co, LLC

53 Appleton Street

Boston, Massachusetts 02116

617 365 0990(phone)

capitalefinance@gmail.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

### **Declaration**

The signatory believes that: if the applicant is filing the application under 15 U.S.C. Section 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce on or in connection with the goods/services in the application, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

### **Declaration Signature**

Signature: Not Provided    Date: Not Provided

Signatory's Name: Not Provided

Signatory's Position: Not Provided

RAM Sale Number: 86330661

RAM Accounting Date: 07/08/2014

Serial Number: 86330661

Internet Transmission Date: Tue Jul 08 11:13:19 EDT 2014

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Just Did It